

**BUSINESS PLAN FEASIBILITY STUDY  
FOR  
FASTFIL**

**DATE: 27<sup>th</sup> November 2023**

**Company's Name: FASTFIL**

**Address: to be operating inside UDUS for now**

**APP NAME: FASTFIL**

## **CHAPTER ONE**

### **1.0 EXECUTIVE SUMMERY**

With a market cap of \$13 billion and over 10 million active customer base on the fast evolving e-commerce platforms in Nigeria, FASTFIL also notice within the walls of Usman donfodio unversity discovered that 2 out of 3 UDUS student have communication issues when trying to purchase anything in Sokoto market from the marketers. Also due to the complex nature of Sokoto market, some prefer to bring food stuffs from home rather than going to the market not even minding how expensive food from home will be. Since communications and delivery is a critical backbone to the operations of e-commerce, To close this gap, by improving the effective purchase of food stuff and food material, we designed an innovative idea which include use of an mobile app and USSD to create effective delivery, pickup and purchase of food stuff, kerosene purchase, gas delivery and pick up service for private hostels and staffs of Usman Danfodio student. To facilitate this operation, a sum of 3.6355 million will be invested for seamless operation of this start-up in UDUS alone, 82% of this investment funds will come from fastfil while 18% will come from VC's initiative. This will enable us to fulfil 3150 pickups and deliveries in the first 3 quarter with a Net gross profit of N552,107.1 in the first quarter of operation. The market share is projected to grow at 7% every quarter with 20% annual growth.

Our key success factor has been identified to include technologies, unique competitive business model. In this regard, our management team will include technocrats, business development experts, software engineers and seasoned administrators with vast experience in critical areas of ecommerce operations.

## 1.1 COMPANY'S DESCRIPTION

FASTFIL is an APP focused on delivery to door step food Groceries, charcoals, kerosene and also with refill of gas for student in private hostel, and also for staffs in staff quarters.

Our app focus on creating a convenient atmosphere for student and staff around UDUS campus by enabling them to shop online at their own comfort zone.

We offer a variety ranges of service which include refill of cooking gas and food groceries shopping

### **Food grocery store:**

We offer individual wide ranges of food groceries in which few like rice, beans, yam and spaghetti can be shop individually while most are shopped collectively in packs. We ensure this package include all the basic and necessary things we feel an individual or student need on campus. Our packages come in different price starting from 5000 to 75,000. We also give individual to change what they don't like in our packages and replace it with another thing



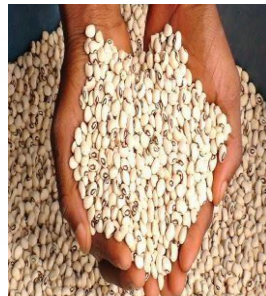
Below are just few examples of our packages and what all contain:

1. 5K Packages: will contain 2 spaghetti(1,100), Half mudu of rice(1500), pepper and onion sachet of tomato 4 pieces (400), A loaf of bread (600), 3 milk cup of original gari (300), sugar (150), beans quarter(450), groundnut oil(300), groundnut or kulikuli (100), maggi and salt (100)

2. 7K Packages (QUEENS PACKS) : will contain A sanitary pad(1,100), 2 spaghetti(1,100), Half mudu of rice(1500), pepper and onion sachet of tomato 4 pieces (400), A loaf of bread (600), 2 milk cup of original gari (200), sugar (150), beans quarter(450), groundnut oil(300), groundnut or kulikuli (100), maggi and salt (100), milk and milo (500), 3 pieces of noodle(550). this is how we keep increasing items on each packages until it reaches 70k

NOTE: individual can add or delete anything from the packages that he or she will need.

Other individual packages to be added individually include: beverages, sanitary pads, cornflakes, golden more, rice, yam and beans



## 1.2 OPERATION AND LOCATION

The business will be open 8:00AM to 6:00pm on weekdays, and from 8:00am to 4pm on weekends. Demands for food groceries and gas refill for private hostel is everyday thing by student.

We believe the best location for the start-up is outside school gate, since our business involve refill of gas for private hostel student and staff quarters

We choose to operate off campus to be able to cover both inside campus and also extend to nearby hostel outside the school gate

### **1.3 MARKET RESEARCH**

90% of private hostel student go outside the school gate to refill their gas. Some sometimes asked okada men to help them go and refill their cylinder.

Each student doing this spend nothing less than #1000 as expenses to go and refill his or her gas either by sending an okada or going themselves with the okada.

Some student may also need to walk from binji, stadium and other far locations to the bus stop where they take bus from campus to dendima bus stop and okada from dendima bus stop down down to the gas shop to and fro. Doing this will not only stress them but will cost them nothing less than #600

Also, for food groceries we discover that student spend nothing less than 700 just to go to market to buy food groceries in bulk.

To solve this for student, we create an effective means were this student can do this at the comfort of their hostel. We create an atmosphere where student would no longer have to worry when the want to refill gas or buy food groceries themselves but we can help them deliver at a very cheaper

This will save student the stress and extravagant spending being spent on transport. And we believe every student will buy to the idea of getting our service since we are giving them conveniences.

### **1.4 COMPETITORS:**

Our competitors for food groceries are those selling it at the campus. However our business is unique, because research shows that this market men focus on making profit per product, however, we at fast fill target on making collective profit which makes our service cheaper and lesser compare to our competitors within the campus. Also aside from giving them affordable price, we also deliver to their door step.

For gas refill, our competitors are off campus where student have to spend a higher amount to refill their gas

## **CHAPTER 2**

### **2.0 OUR MISSION AND VISION**

Our mission is to create convenience to our valuable consumers by giving them an efficient service at a very convenient rate.

We look to grow over time beyond the walls of usman danfodio and becoming the largest end to end service provider to customers nationwide in Nigeria and Africa in large. We are more focus on being the largest nation chain

### **2.1 COMPANY GOALS**

Providing a convenient and reliable delivery service that help save consumers time and money. Also users can order for their basic needs without having to worry about having to withdraw cash before purchasing any items.

### **2.2 TARGET MARKET**

For now, our target is UDUS but with time, we look over growing beyond UDUS walls.

### **2.3 OUR CHANNEL OF OPERATION**

FASTFIL is the first of it type in UDUS. Our app is focused on creating a seamless route in which all UDUS student can order for one of their basic needs online at the comfort of their house or hostel. We are more keen on providing an effective service which allow users to order for anything they want online. Our app is build with a user friendly interface which allows the purchase of student and staffs basic needs like foodstuffs, food, purchase of kerosene, refill of gas by private hostel student and a lot more.

Below is the quick trend whenever consumer make purchase

Starting from the customer ordering via the app, this order will reflect on both the admins and the agent dashboard, this order however will be package by our staff from our shop and the given to the delivery man. The deliver man will then bring it to the agent and agent distribute it to the consumer. The app comes with 3 interface

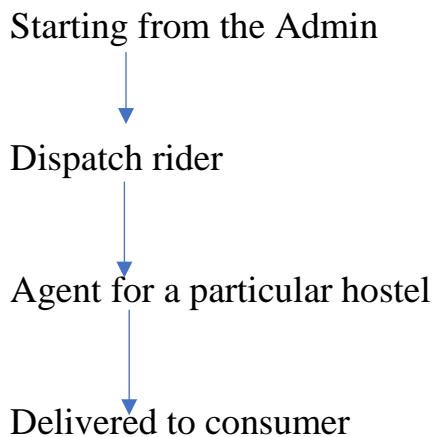
1. The user interface
2. The agent interface
3. The Admins end

**The user interface:** this is a page that just look exactly like the market but this time around it shopping online with zero stress. The user interface is design isn such a way that makes the purchase of product we offer easy. Each product is separated in a catalogue on the app. All the user needs to do the is go to the catalogue of the product he or she want Add them to cart and make his purchase. In case of any confusion, the user can chat our agent on the app in which he or she will get a quick response. The payment system is via a payment gateway which is pay stack. After purchase, the order status will be pending which later changed to order in process after we have started processing it. Once the user or consumer received his order, he or she confirmed on the app that they have received the order. The user also can track is order to know where the dispatch rider as gotten to. He or she after collecting is order will confirm the status quo of his order which will change from “order in process to order has been received”. Once the user confirmed he has received his order on the app, the agent in charge of that hostel earn his commission for that particular order which drop on the agent dashboard.

**The agent interface:** once the consumer order for anything via our app, this consumer order details will appear on both the agent app and admins end. These details include, users’ or consumers phone numbers, consumers room, consumers purchase details, unique id and hostel or location. the agency interface allowed a verified agent who will be student of Usmanu Danfodiyo University to see any order made by the user. Every hostel or location will have a particular agent representing us. The app is however design in such a way that E.G bakassi hostel agent will see orders from only bakassi, Zamfara hostel agent will see orders only from Zamfara hostels etc. to make it clearer Let assume our morning schedule delivery was said to be by 10am and Mr A from bakassi hostel order for rice, oil, and charcoal. The agent representing bakassi will see the order and also, we has admin from our office off campus will see this particular order. However, From our office in off campus, all purchases or orders will be packaged which will also include that of Mr A from bakassi and will be given to our dispatch rider, our dispatch rider will deliver all parcel or packages order to each respective hostel agents which will also include that of Mr A from bakassi hostel and it will however be given to bakassi hostel agent. Now since bakassi hostel has Mr A order details, he or she will carry the parcel to Mr A’s room and delivered it to Mr and then will instruct Mr A to confirm he as received the parcel because it is only after Mr A confirmed he has received his packages, that the particular agent earns a commission.

**The dispatch rider:** the rider work is just to deliver all parcel from our office off campus to the agent in each respective locations or hostels.

Below is the quick trend summery starting from the admin:



All the process involve was design to increase efficiency in delivery. The dispatch rider won't have to wait for a consumer before making deliveries. As we know that most delays in delivery service always happen during delivery this is because the dispatch rider will have to wait for a particular user which sometimes slows and cause delay. However, we solve this particular problem by using a third part which is the agent to help delivery of all this package individually to the consumers room after he or she has collected the parcel from the dispatch rider. This will make the consumer happy to have is package delivered without having to through the stress of going to receive it themselves. This also will allow our consumer communicate the agent any complains in case of any and our agent will communicate this complain to us

## CHAPTER 3

### 3.0 FINANCIAL ANALYSIS:

#### 3.1 FIXED COST

EQUIPMENT	UNIT	COST
HIJET VAN	01	N1,250,000
VAN REFURBISHED	01	N250,000
USED OKADA	01	N300,00
OKADA REFURBISHED	01	N20,000
RENT	02	N300,000
RENT REFURBISHED	02	N150,000
CYLINDERS	02	N160,00
SCALES	01	N65,000
CAC registration	01	N56,000
Udus app update	01	N100,000
Play store upload	01	N54,000(\$40)
Miscellaneous		N330,500

#### VARIABLES COST

DIRECT COST	INTERVALS	UNITS	COST
FOOD GROCERIS	ON DAILY INTERVALS	01	N250,000
PUBLICITY	PER SEASON INTERVAL	01	N220,000
IOS APP DOWNLOAD	YEARLY	01	\$100 (N130,000)
TOTAL			N3,635,500

### 3.12 FOOD GROCERIES

Direct cost	unit	cost
Bag of rice	01	N42,000
Pack of spaghetti	01	N12,000
Gallon of oil	01	N35,000
Bag of kulikuli	01	N32,000
Crate of eggs	01	N32,000
Tomato and pepper past	01	N12,000
Beans	01	N23,000
Garri	01	N20,000
Noodles pack	01	N7,000
Salt	01	N5,000
Maggi	01	N10,000
Ced Bread	01	N20,000

### 3.13 PUBLICITY

Direct cost	Unit	quantity	Amount	Cost
Free ride	80 students carried daily	7 days	150	84,000
Physical ads	4 student employed	7 days	10,000	40,000
Customized shirt		10	4500	45,000
Banner		3	7000	21000
Flyers		500	20	10,000

Whatsapp ads		14days		20,000
<b>SUB TOTAL</b>				220,000

### 3.2 SALES ANALYSIS

<b>SALES ANALYSIS</b>	<b>UNITS</b>	<b>QTY</b>	<b>AMOUNT</b>	<b>COST(N)</b>
Food Groceries	600 Orders		500	300,000
Gas Refill	450 orders	1350KG	150	202,500
Food groceries delivery	600 orders	30 days	150	90,000
Gas refill delivery	450 Orders	30 days	250	112,000
<b>SUB TOTAL</b>				704,000
<b>OPERATIONAL COST</b>				
<b>FIXED COST</b>				
Depreciation of asset (van)	monthly	36 months	1,250,000	34,722
Depreciation of asset (okada)	monthly	24 months	300,000	12,400
Staffs		3 staffs	30,000	90,000
Assets repair/servicing		monthly		30,000
Managing director		monthly		40,000
Shop rent	monthly	12 months	300,000	25,000
IOS store subscription	monthly	12 months	130,000 (\$100)	10,833.3
<b>VARIABLE COST</b>				
Agent wages	1050 orders	daily	100	105,000
Fuel	6L daily	30 days	700	126,000
<b>SUB TOTAL</b>				473,955

<b>GROSS PROFIT</b>				230,044.67
FOUNDER	10%	MONTHLY		23,004.5
STAFFS INCENTIVES	10%	YEARLY	276,053.6	23,004.5
<b>NET GROSS PROFIT</b>				184,035.7

### 3.3 SOURCE OF FINANCE

82% of this fund will be coming through fastfil while 18% will be through VC's initiatives

82% fastfil – N2,980,700

18% VC's Initiatives- N654,800

## CHAPTER FOUR

SWOT ANALYSIS WORKSHEET	Strengths	Weaknesses	Opportunities	Threats
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<p><b>Product/Service Offering</b></p>	<p>Ordering Food stuff and food material using an APP FASTFIL, this however solve some basics problem like difficulty in communication, money scarcity, save stress and allow stress free path way to order of food commodities and food material.</p>	<p>Network sometimes slows the process of using the app.</p>	<p>School WIFI can increase efficient use of the app, also the use of WIFI between colleagues too can create efficient use of the app. The use of SMS too can also curb the network issue, and also, agent are given data too to help users with issues in order.</p>	<p>Absent of school WIFI</p>
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<b>Brand/Marketing</b>	Channel to reach our customer via one on one ads, use of social media, and via flyers	Student are not often seen at hostel during the day, therefore creating awareness sometimes might be night our	Reaching student via different platforms like school and department groups	Need of data by student to download all flyers post on the group and sometimes full phone storage
<b>Staff/HR</b>	Dispatch rider, agent from hostel makes the delivery easier. The	Dispatch rider coming late or quitting without prior notice can	Opportunities having access to individuals who are really interested in	Quitting of staff without prior notice can cost the

	product after ordered will be given to a rider and the rider deliver to agent while agent distribute it to respective individual	affect the business	getting job. Therefore keeping track of them incase of any staff quitting	company some amount of lost
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<p><b>Finance</b></p>	<p>Low start-up cost. Buying of goods In bulk for users who want goods as early as possible.</p>	<p>Product not available in market</p>	<p>Buying of food commodities in bulk from the source also decreased the rate at which food is bought from the market</p>	<p>Increase in price of food commodities</p>
<p><b>Operations/ Management</b></p>	<p>Use of simple but advance app to monitor all orders which include tracking of dispatch rider's location, monitoring relationship between customers and updating them on any delay if experience.</p>	<p>Scarcity of fuel and lead to delay in delivery and also spoiling of our dispatch means can caused delay.</p>	<p>When demands are on the rise, it creates room for expansion and employment of more interested individual. Also, this will also allow us to increase number of our dispatch to create effective delivery. the amount of</p>	<p>Weather which can impact our delivery time and also labor shortage if depends is on the rise. So much demands too for our service at a specific time.</p>

<p><b>Market</b></p>	<p>The market is big, this is because a university sytem is design to accommodate student of almost same goals “knowledge acquiring”, however almost every student is always seen to be very busy with school work. This path of making orders at their own comfort zone will however ease tstudent of such stress and save them the cost of having to go and do it themselves. Also student being a confine area makes it easy to reach them . we under</p>	<p>Student going for lectures sometimes can cause delay in pick up</p>	<p>Agent however can use this medium to deliver all orders also we are open for expansion when needs arise</p>	<p>So much demand can reduce the effectiveness</p>
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**Strengths however will help with improving weaknesses or combating by:**

We provide effective service for student which reduced the individual stress of doing it themselves, our company to only create an easy path but also solve the problems of money scarcity by allowing all transactions online. However the use of an alternative SMS can be use to combat network issues to.

**Based on the information above, what are your immediate goals/next steps?**

Providing a convenient and reliable delivery service that help save consumers time and money

**Based on the information above, what are your long-term goals/next steps?**

Expansion when needs arise and thinking everyday outside the box to improve the use of the app and increased in efficiency, and expanding when opportunity arise.

## **C HAPTER FIVE**

### **5.0 IMPLEMENTATION**

FASTFIL-UDUS will inshallah start implementing its ideas on the 5<sup>th</sup> January 2024 in preparation for its operation

1. Our first phase of implementation will be updating the APP on playstore by including UDUS to it.
2. Second phase of the implementation which will be renting a shop and refurbishing it
3. Third phase of implementation will be stocking the rented shop
4. The fourth phase of this implementation will be getting an okada
5. The fifth phase of implementation is purchasing a fairly used van and refurbishing it
6. The sixth phase of the implementation will be employment of staffs
7. The seventh phase will be meeting with all faculty class reps, adding them to a group and also pleading with them to help repost our flyers to their groups, creating awareness through banner. One on one ads with the new admitted student during confirmation process.

### **5.1 CONCLUSION**

With the above analysis and the estimated of 3 month activities would be profitable if, FASTFIL is being given an opportunity to be the beneficiary of VCs initiative and its operation.